



Digital version

Clement Baylion

# Marketing Manager



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Sweden



## 20 Years Experience

With industrial customers  
and production lines



## MBA + Engineer

Specialty in Mechanics,  
Marketing and Sales



## International fields

HQ and CC positions,  
Europe and Asia

## Key competences

### Product launch

- 46+ Development and Launches
- Responsible for 2 Brands and a Product Line
- Engineer and Project Manager Experience

### Sales

- Direct Sales During Events and 2 KAM
- Defining Sales Terms and Incentive Programs
- Sales Training Creation and Application on Product and Sales Process

### Com and Digital

- Digital campaign execution
- E-commerce Website Development
- 3 Print Catalogues + 14 Leaflets

### Analysis & Finance

- Certification in Power BI
- Website Project Budgeting
- Global Activity P&L Reporting

# Professional Experience

## Product Marketing Manager

### Global Product Manager, Air Assembly Tools

Atlas Copco | Nacka, Sweden | 2023 – Present

- Reviewed all technical data and pictures to **improve customer journey** for over 500 SKUs
- Created 18+ technical and marketing materials to **promote** the range
- Created 5 training **videos**
- Created and launched a **training** program for sales competency
- Increased **stock** availability by 32% from through collaboration with logistics
- Achieved a +1 **point margin** improvement from product split
- Implementing a **sales process** into LLM with Text-to-SQL

### Global Product Marketing Manager, Metal Working Tools

Fuji Air Tools (Atlas Copco Group) | Osaka, Japan | 2019 – 2023

- Rationalized the **product catalogue** to improve customer value and efficiency, **achieving** a +1 point **margin**
- Managed 6 product **launches** generating **additional sales** (+7%)
- Brought **voice of customer** feedback to generate **innovation** on 1 technology
- Updated the print **catalogue** for distribution and field sales support
- Developed application and product **pictures and videos** to support marketing activities
- Built an inbound training program based on **key** customer **values**
- Provided training and demonstrations to sales teams and **distributors** for 5 countries, improving focus and increasing sales by 6%
- Managed **KAM** (Key Accounts) for selected customers

### Global Product Marketing Manager, Vehicle Maintenance Tools

Rodcraft (Atlas Copco Group) | Germany & France | 2015 – 2019

Managed the **brand's** marketing **positioning** globally and for the **local German** market

- Updated the print **catalogue** for distribution and field sales support
- Increased product **vitality** from 19% to 35% through the rapid execution of 40 new product **launches**
- Conducted product split **reviews**, increasing **margin** by 2 points
- Managed the yearly print **promotional** flyer
- Developed application and product **pictures and videos** to support marketing activities
- Led the **development** and **launch** of a new **e-commerce website**, including PIM and SAP **integration**
- Led the **Strategic Product Plan** (SPP) by consolidating strategies from 6 global regions

## Project Leader, New Product Development

### Chicago Pneumatic (Atlas Copco Group)

Nantes, France | 2010 – 2015

- Successfully managed ~15 high-vitality sourced product development projects annually
- **Ensured on-time product launches** by leading transversal coordination across marketing, finance, logistics, and purchasing.
- Increased sales team effectiveness in customer negotiations by delivering technical training to 34 salespeople.

## Earlier Engineering Roles

### Electrical Components Selection (MBDA)

Paris, France | 2008 – 2010

- Led the successful implementation of the ROHS standard across multiple projects, managing component replacement and ensuring compliance for a team of 7 designers.

### Mechanical Designer (Apprenticeship) (HAGER ELECTRO)

Obernai, France | 2005 – 2008

- Gained foundational expertise in end-to-end mechanical design, from concept and prototyping to production setup and performance improvement.
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## Education & Certifications

- **Master Marketing & Business Development (MBA)** | ESGCI Paris, 2022
- **Mechanical Engineering Degree** | CNAM-ESCPI Paris, 2008
- **Certifications:** Power BI Certified Professional (2020), HTML5 basics (2021), “straight line” sales process (2024), Neuromarketing (In Progress)

## Skills

### Languages

French (Native)  
English (Fluent)  
Japanese (Intermediate, JLPT N4)  
Swedish (Beginner)

### BI & Analytics

Power BI (Advanced Certified)  
SAP (User)  
Data Analysis, ROI Modeling

### Product Management

Windchill (PDM)  
Inriver (PIM)  
Salesforce (CRM)  
Jira

### AI & Automation

LLM, text2code  
Python, VBA  
MS Office Suite